

## ANNUAL GENERAL MEETING



# ADB member feedback results

By Nick van Holstein

The mission of the ADB as formulated by the board, is to facilitate networking among Dutch speaking professionals in Singapore, through organizing business related events and speakers. The ADB is *not* a representing body for Dutch companies in Singapore, nor is it an information source or acting as a Chamber of Commerce. To validate this mission, and check the overall appreciation of members for the events and activities, as well as to actively ask for input and comments regarding possible improvements, every member of the ADB was encouraged earlier this year to give feed back regarding the activities, subjects and general membership issues of the ADB.

A number of questions were asked by mail, and some 77 people (one third of the members) took the time to respond. Last AGM the results and conclusions were presented, which is being summarized below.

**1. Overall attractiveness of the activities of the ADB**

- Very attractive and interesting 17%
- Regularly attractive and interesting 58%
- Sometimes attractive and interesting 25%
- Not attractive 0%

- Lunch meeting (12.30-14.00 h) 15%
- Late afternoon (17.00-18.30 h) 10%

**2. Which activities of last year did you find most attractive?**

The most mentioned events were the Insead "Globalization" lecture, the visit of the secretary-general of Economic Affairs, and the lecture by Tex Gunning, regional president of Unilever. Also the company visits in general were appreciated highly.

The results show, that the current type of activities, as well as the timing for events, is overall appreciated by the majority of the respondents. No major shifts in operating are being suggested or requested. It is clear the more "interesting" a speaker or subject is, the higher the appreciation is from the members (see Insead, Unilever and secretary general events). The board has therefore decided no longer to stick to the first Monday of the month" rule for events, as this larger flexibility can help us in 'contracting' senior people whose calendars are quite fully booked. Although some similar organizations frequently use lunch meetings, the Dutch business population does apparently not like this.

**3. How often do you visit the events organized?**

- If possible, always 32%
- Only when topic is interesting 25%
- Predominantly with company visits 4%
- Sometimes, when convenient 29%
- Rarely 10%

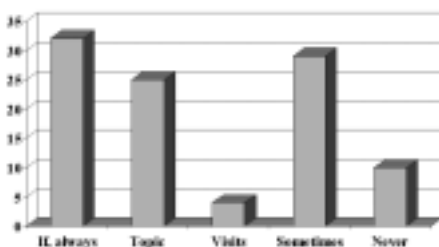
A recent idea of the board to bring the ADB 'closer' to the members, is the possible start up of 'cluster events'. Clusters could be small groups of people with similar interests or background, who could meet on a regular basis to share experiences, exchange ideas, discuss relevant new developments and network during informal lunch or dinner sessions. We asked the opinion of the members about this, and if interested, asked their background and interest based on industry, area of responsibilities and geographical area.

**The results were relatively encouraging:**

- Good idea, especially focus on good and relevant content 36%
- Good idea, focus on networking with professional peers 27%
- No thanks, already know my peers and interact frequently 23%
- No thanks, am too busy as it is 14%



How regular do you come to ADB activities?



Nick van Holstein presents the results of the membership survey

**4. If you only visit "sometimes" or "rarely", what is the reason?**

- Too busy/traveling 73%
- No interesting topic 19%
- Other, like too early in evening 8%

Based on these results, the board has decided to start with two cluster set ups, a 'China' cluster and a 'small businesses' cluster. If you have indicated your interest in one of these clusters, you will be contacted shortly for the first meeting. In the upcoming issues of the ADB Magazine, we will keep you posted on the progress.

**5. What is the most important reason to become/stay a member of ADB?**

- Possibility to hear about different things than own job/industry 40%
- Social interaction with other Dutchmen 23%
- Networking with professional peers 22%
- Company visits are fun events 9%
- Am no longer active member 5%

Finally, we also asked some miscellaneous questions and general qualitative feed back in the questionnaire. The board will use this input where possible, and the same goes for the observations made regarding the ADB Magazine. For now, we would like to thank all members who responded for their time and effort, as this is very relevant info for us. Of course we will also in future welcome all spontaneous remarks and suggestions, as it is our intention to maximize the value of the ADB membership for all of you!

**6. What is your preferred timing for events?**

- Evening sessions (19.00 h onwards) 75%